



ARIZONA DEPARTMENT OF ECONOMIC SECURITY

1789 W. Jefferson • P.O. Box 6123 • Phoenix, AZ 85005

Jane Dee Hull
Governor

John L. Clayton
Director

February 25, 2002

WORKFORCE INFORMATION POLICY MEMO (WIP) #02-02

SUBJECT: Customer Satisfaction Surveys for WIA PY 2001

REFERENCE: P.L. 105-220, §136(b)(2)(B) Workforce Investment Act (WIA) dated August 7, 1998; 20 CFR, Part 652 et al., Subpart A, §666.100(a)(4) WIA Final Rules dated August 11, 2000; Training and Employment Guidance Letter (TEGL) No. 6-00 dated September 21, 2000; TEGL No. 6-00 Change 1 dated October 31, 2001; TEGL No. 7-99 dated March 3, 2000; TEGL No. 14-00 dated March 5, 2001.

BACKGROUND: The Workforce Investment Act of 1998 requires the measurement of customer satisfaction of Title IB registered participants *who exit the WIA program*. All youth, adults, and dislocated workers who received services are eligible to be surveyed by telephone and by other means as necessary regarding their satisfaction with WIA-related services. The Act also requires the measurement of customer satisfaction through survey participation among employers who are receiving or have received a substantial service involving personal contact with staff within a One-Stop system (Note: A substantial service excludes employer requests for standard mailings or requests for answers to questions that require little expenditure of staff time or the use of electronic self-service.).

Vendor Selection

Through an RFP (Request for Proposal) process completed in January 2002, the state selected Arizona State University's Arizona Prevention Resource Center (APRC), Phoenix, to conduct customer satisfaction surveys and their analysis for WIA PY 2001. The contract with APRC may be extended up to four additional years at the state's discretion. The APRC has conducted statewide research and program evaluations through the use of surveys since 1990. It has developed extensive experience and resources in sampling design, interviewing survey participants, collecting and monitoring data, and designing databases that organize and report data. Recognizing the diverse needs of WIA participants, the state also selected APRC to draw upon the assistance of their interviewers who are fluent in several languages including Spanish, French, Arabic, Navajo, and Apache.

Survey Process

As you are aware, Arizona's customer satisfaction survey for PY 2001 consists of the three questions previously agreed to by a consensus of the LWIAs. These questions, which relate to customer levels of satisfaction with program services overall, will be analyzed using the American Customer Satisfaction Index (ACSI) as required under TEGLs 6-00, 6-00 Change 1, and 14-00. The state purchased "licenses" for the right to use the ACSI methodology on behalf of each LWIA, and program directors were recently e-mailed a copy of the ACSI license agreement for review and signature.

For those to be surveyed by telephone, APRC will be mailing advance letters informing them of the possibility of being contacted to complete a survey regarding the services they received through their local area One-Stop system.

ACTION REQUIRED:

We strongly urge local area staff to inform those exiting WIA, as well as area employers, about the possibility of being surveyed. We also recommend that, at exit, staff ensure that the most up-to-date contact information for each exiter has been entered into the participant tracking system. Accurate, timely input of WIA participant and employer data at the local level is crucial to local and state performance reporting. This is particularly evident in the case of customer satisfaction reporting, the success of which depends on the most up-to-date customer information available.

In an effort to reduce the amount of data collection by LWIA staff for customer satisfaction reporting, and to improve the expediency of contractor reporting while maintaining compliance with federal regulations, we have significantly reduced the number of data elements which are collected for conducting customer satisfaction surveys. The chart below delineates these revised data elements.

WIA Title I-B EXITER DATA ELEMENTS For Conducting Customer Satisfaction Surveys and Their Analysis										
SSN	Name (Last, First, MI)	Age At Regis.	Gender	Address	Phone No.	Message Phone No.	Message Name	Local Area No.	Exit Date	Limited English

IMPORTANT: Beginning with the customer satisfaction reports that would normally be due on March 15, 2002 (February report) to WDA, local area staff will no longer be required to submit WIA exiter data to our administration for customer satisfaction reporting. The relevant exiter data can now be retrieved from the quarterly Participant Tracking System's "data extractions" which local area staff already provide quarterly to our technical unit. The technical unit will then forward this exiter data (as shown above) to APRC so that surveys can be conducted.

Note: No modification in the local reporting of employer data is being instituted at this time for customer satisfaction surveys. Therefore, LWIAs must continue to submit this information monthly to WDA. We do anticipate, however, that within the next two reporting periods, LWIAs will no longer be required to submit employer data to the state for such surveys. Since the state Employment Security Administration (ESA) Job Service compiles detailed data on employers and the services provided them in all LWIAs, ESA will provide this information, updated monthly, to the state contractor for surveying of employers on behalf of each LWIA. The Workforce Development Administration (WDA) will notify all program directors when ESA begins this process.

Enclosed for your information is a "Customer Satisfaction Handbook". This document was prepared by the Charter Oak Group, a contractor for the Department of Labor, to assist states with customer satisfaction surveying and reporting for the broad spectrum of customer groups they serve. The handbook contains technical guidance, as well as a variety of survey examples and report formats which may assist LWIAs with plans for designing new surveys or modifying existing ones. Please distribute the handbook to all those who may have involvement with or an interest in survey processes.

If you need additional information concerning the surveying of WIA exiters or employers, please contact Ms. Pat Gregan, Planning and Program Development Manager at (602) 542-2490.

Sincerely,

Stan Flowers
Acting Program Administrator
Workforce Development Administration

SF:gg

Enclosure